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For immediate release

**COVENT GARDEN'S MARKET BUILDING GETS A NEW SIGNATURE SCENT AS
INITIO PARFUMS PRIVÉS OPENS FIRST STANDALONE STORE**

Shaftesbury Capital has announced that **INITIO Parfums Privés** has opened in **Covent Garden**, marking the brand's first standalone store and cementing Covent Garden's status as a leading destination for luxury fragrance and beauty brands.

INITIO Parfums Privés has launched its first standalone boutique in the UK, in a 246 sq ft space in Covent Garden's iconic Market Building, following on from the success of its high-end retail concessions in department stores such as Selfridges and Harvey Nichols. Founded in 2015, the French perfume house is known for its functional fragrances, or "neuroscents", created to positively influence emotional wellbeing, having collaborated with DSM-Firmenich to design scientifically-supported scents.

INITIO Parfums Privés joins an array of fragrance houses in Covent Garden, including **Parfums de Marly**, which recently upsized and relocated to James Street for a much larger presence in the area; **Byredo**, which opened a second store in Covent Garden following the success of its Seven Dials space; and **MATIERE PREMIERE**, which launched its debut UK flagship location on King Street in February.

William Oliver, Director of Retail & Restaurant Leasing at Shaftesbury Capital, commented: "Our leasing strategy is focused on curating best-in-class brands that enhance the district's global appeal, with beauty a key pillar for Covent Garden. The arrival of INITIO Parfums Privés reinforces Covent Garden's position as London's leading luxury beauty destination, one we have carefully shaped, where a growing cluster of premium brands continues to drive strong demand and interest."

Patrice Béliard, CEO of INITIO Parfums Privés and Parfums de Marly, added: "The decision to launch our first UK standalone store in Covent Garden reflects both the success of our existing concessions and the exceptional performance of Parfums de Marly in the UK. The new INITIO Parfums Privés store will provide our customers with a more in-depth and elevated experience, and with Covent Garden's impressive luxury beauty line-up, we're in fantastic company."

INITIO Parfums Privés opening comes after an array of new signings in the Covent Garden Seven Dials neighbourhood, including London-born beauty brand **Code8**, which will open its flagship store on Monmouth Street this May. Recent retail openings in the neighbourhood also include ethical eyewear brand **MONC**, contemporary menswear brand **Percival**, and the upcoming opening of Scottish accessories brand **Islander's** first store in London, reinforcing the continual growth of Covent Garden for beauty and fashion brands looking to launch or expand their presence in the capital.

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For further information, please contact Aver PR at: coventgarden@averpr.com



Notes to Editors

About Shaftesbury Capital

Shaftesbury Capital PLC ("Shaftesbury Capital") is the leading central London mixed-use REIT and is a constituent of the FTSE-250 Index. Our property portfolio under management, valued at £5.4 billion, extends to 2.8 million square feet of lettable space across the most vibrant areas of London's West End. With a diverse mix of shops, restaurants, cafés, bars, residential apartments and offices, our destinations include the high footfall, thriving neighbourhoods of Covent Garden, Carnaby, Soho and Chinatown. Our properties are close to the main West End Underground stations and transport hubs for the Elizabeth Line. Shaftesbury Capital shares are listed on the London Stock Exchange ("LSE") (primary) and the Johannesburg Stock Exchange ("JSE") (secondary) and the A2X (secondary).

Our purpose

Investing to create thriving destinations in London's West End where people enjoy visiting, working, and living.

Our values

We have a set of values that are fundamental to our behaviour, decision making and the delivery both of our purpose and strategy: Act with integrity; Take a creative approach; Listen and collaborate; Take a responsible, long-term view; and Make a difference.

About Covent Garden

Covent Garden is a world-class global destination in the heart of the West End, including the iconic Piazza, Market Building and surrounding streets, together with Seven Dials. The portfolio is home to over 200 retail stores including global flagships, British and independent brands as well as 200 restaurants, bars and cafes.

www.coventgarden.london [@coventgardenldn](https://www.instagram.com/coventgardenldn)